



# **Evaluation of TV viewing for the Tour de France 2013**

## **An international perspective**

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# MAIN CONCLUSIONS ON TOUR DE FRANCE 2013 TV VIEWING

- In most countries we find a significant drop in TV viewing for the daily stages, the notable exception being France with a +/- 20% increase. Whether this drop can be attributed to the consequences of the doping revelations, to the lack of suspense on the final victory, or to excellent weather conditions, especially in Northern European countries, remains to be investigated.
- The Mont-Ventoux stage was the best watched stage in most countries, while only in the U.K. the best watched stage was a non-mountain stage, namely the final evening stage into Paris.
- Tour talkshows give a mixed picture, with increasing as well as decreasing TV audiences in France (Village Départ: +23% vs. L'Après Tour: -8%) and in the Netherlands (De Avondetappe: +9% vs. Tour du Jour: -28%).
- The viewing prediction model I developed for Flanders performed a bit worse than in previous years. While in 2011 and 2012 the prediction on the average TV audience was accurate within a 2,5% margin, the 2013 prediction was a 5% overestimation. Especially for the weekend stages, the actual viewing figures were much lower than predicted.
- For detailed information: see next slides.



# AVERAGE VIEWING PER TOUR STAGE: international comparison

<i>Country</i>	<i>Dataset</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>	<b>2013</b>
France (France 2, after 15h)	All stages	+/- 3.600.000	+/- 4.000.000	+/- 3.400.000	<b>3.978.000</b> (+ 17 %)
France (France 3, before 15h)	All stages	+/- 1.900.000	+/- 2.700.000	+/- 2.260.000	<b>2.802.000</b> (+ 24 %)
Flanders (Belgium North)	All stages	571.000	586.000	522.000	<b>448.000</b> (- 14 %)
The Netherlands	All stages	771.000	1.020.000	779.000	<b>745.000</b> (- 4 %)
United Kingdom	All stages	438.000	563.000	705.000	<b>606.000</b> (- 14 %)
Australia	All stages	209.000	318.000	256.000	<b>204.000</b> (- 20 %)
Spain	3 best watched stages	3.191.000	3.416.000	1.704.000	<b>2.235.000</b> (+ 31%)
Wallonia (Belgium South)	3 best watched stages	311.000	405.000	358.000	<b>304.000</b> (- 14 %)



# BEST WATCHED STAGE: international comparison

<i>Country</i>	<i>Stage</i>	<i>Viewers</i>
France	Stage 15: Givors – Mont-Ventoux	<b>6.206.000</b>
Flanders (Belgium North)	Stage 15: Givors – Mont-Ventoux	<b>684.887</b>
The Netherlands	Stage 15: Givors – Mont-Ventoux	<b>1.360.000</b>
United Kingdom	Stage 21: Château de Versailles – Paris Champs Elysées	<b>1.173.000</b>
Australia	Stage 08: Castres – Ax 3 Domaines	<b>295.000</b>
Spain	Stage 19: Le Bourg d'Oisans – Le Grand Bornand	<b>2.378.000</b>
Wallonia (Belgium South)	Stage 15: Givors – Mont-Ventoux	<b>313.622</b>



# AVERAGE VIEWING TOUR TALKSHOWS: international comparison

<i>Country</i>	<i>Talkshow</i>	<i>2011</i>	<i>2012</i>	<i>2013</i>
France	Village Départ (France 3)	/	+/- 1.000.000	<b>1.234.000</b> (+ 23%)
France	L'après Tour (France 2)	/	+/- 2.000.000	<b>1.840.000</b> (- 8%)
Flanders	Vive le Vélo (Eén)	762.000	<b>752.000</b>	<b>784.000</b> (+ 4 %)
The Netherlands	De Avondetappe (Nederland Eén)	1.076.000	<b>877.000</b>	<b>953.000</b> (+ 9 %)
The Netherlands	Tour du Jour (RTL 7, RTL4 in 2012)	482.000	<b>591.000</b>	<b>424.000</b> (- 28 %)



## EVALUATION OF THE 2013 VIEWERSHIP PREDICTION (MODEL FOR FLANDERS)

- Actual 2013 average viewing (red line): 448.000 average per stage.
  - Predicted 2013 average viewing (black dotted line): 472.000 average per stage.
- ➔ 5% overestimation. Especially weekend stages (8, 9, 20, 21) had lower than expected audiences.

(Remark: upper and lower boundaries of predicted values correspond with differences of 1 standard deviation)

